

**LIBRARY OF MICHIGAN
BOARD OF TRUSTEES MEETING
September 26, 2008
10:00 a.m.**

Call to Order

Elaine Logan, Chair, called the meeting of the Library of Michigan Board of Trustees to order at 10:00 a.m., on Friday, September 26, 2008, at the Library of Michigan, and welcomed new Board member, Gail Parsons.

Attendance

Members Present: B. Denise Bartlett, Barbara Bonge (alternate for Chief Justice Clifford Taylor), Elaine Logan, Charles Myers, Gail Parsons, Nancy Robertson, Michael Smith, Francis "Bus" Spaniola, Representative Aldo Vagnozzi

Members Absent: Representative Fran Amos, Bill Anderson, Senator Irma Clark-Coleman, Senator Tom George, Nancy Skowronski

Staff Present: Elaine Harrison, Sheryl Mase, Judith Moore, Lori Poznanski-Mason (recording secretary)

Visitors: Roger Ashley, Randy Dykhuis, Jill Costello (representing Senator Tom George), Nancy Colpaert, Gretchen Couraud, Ruth Ann Jones, Paula Loop, Theresa Moore, Jim Seidl

Agenda

A MOTION WAS MADE TO APPROVE THE AGENDA. THE MOTION WAS MOVED BY BUS SPANIOLA AND SUPPORTED BY CHARLES MYERS. THE MOTION PASSED UNANIMOUSLY.

**Minutes of
April 25, 2008
Meeting**

REPRESENTATIVE VAGNOZZI MOVED APPROVAL OF THE APRIL 25, 2008 BOARD MINUTES. THE MOTION WAS SECONDED BY DENISE BARTLETT AND PASSED UNANIMOUSLY.

**Board Reports
Board Chair's**

Elaine reported on ALA Legislative Day in Washington, D.C. and noted that it was a positive, worthwhile experience. Elaine encouraged Board members to attend next year. Nancy Robertson and Mike Smith were also part of the Michigan delegation attending ALA Legislative Day. Nancy commented that she was pleased that LM had two Board members attending as part of the Michigan delegation. A reception awarding Representative Vern Ehlers the FOLUSA Public Service Award was well attended. An event will be held on October 29 in Grand Rapids honoring Representative Ehlers.

Eastern Michigan University (EMU) is celebrating the tenth anniversary of the Library on Eastern's campus. Eastern's Library is also the venue for EMU's annual donor event and is also hosting an exhibit of vintage Discount tire posters.

**Board Members'
Reports**

Charles Myers reported that Kent District Library is looking at two new building sites, and Grand Valley is working towards building a new library.

**Board Members'
Reports (cont'd)**

Denise Bartlett reported that the last meeting of the U.P. Region of Library Cooperation (UPROC) had excellent attendance. Another 13 libraries have joined UPROC.

Barb Bonge will be traveling to China with a delegation of Law Librarians.

Legislator Updates

Representative Vagnozzi said a bill allowing the use of library funds for public transit projects is going through the legislative process. Jill Costello noted that they would keep track of this bill. Representative Vagnozzi commented on the importance of including language in future library millage requests that funds are to be strictly used for libraries.

Jill mentioned that Senator George sends his greetings, encourages us to keep up the good work, and hopes that the next budget year will not be as grim.

**Partnership
Reports**

Cooperatives

Jim Seidl, director of the Woodlands Library Cooperative, presented the Cooperatives report. Jim has been elected President of the Library Cooperative Director's Association for a two-year term.

MLA

Gretchen Couraud, executive director of the Michigan Library Association spoke about her report, which was distributed at the meeting.

MLC

Randy Dykhuis presented the MLC report and commented on the great working relationship between MLC and LM with regard to MeL.

MAME

The Michigan Association for Media in Education (MAME) report was distributed at the meeting and presented by Roger Ashley. Roger will be retiring June 1, 2009 and his position has been posted.

**State Librarian's
Report**

The operating budget of LM for fiscal year 2008-2009 is approximately \$6.1 million, which includes about \$200,000 in revenue that LM will earn throughout the year. The remaining \$5.9 million in general funds is about \$80,000 less than the FY08 general fund appropriation and over \$500,000 less than the FY07 general fund appropriation. LM will be looking at how to accomplish its needs with current staff and may not be able to post any open positions or may need to prioritize the list of open positions. Elaine Harrison is working on the creation of a spending plan.

The rules for state aid programming and certification have been reviewed, revised and submitted to the Legislative Service Bureau (LSB) and the State Office of Administrative Hearing and Rules (SOAHR). A summary, comparison table, and frequently asked questions sheet will be

State Librarian's

Report (cont'd)

posted on LM's and SOAHR's website along with the revised rules. The rules will be published in the October 15 issue of the Michigan Register and Nancy will send a message to Michlib-l. Questions should be directed to Nick Bozen.

LM is in the process of determining what steps to take next regarding the revised model for disbursement of state aid to public libraries proposal.

The slide show for the HAL version of the Pure Michigan campaign should be completed soon. Nancy hopes to create a component focusing on Michigan libraries. Nancy recognized the Board's brainstorming contribution toward this effort.

A copy of an ALA press release about a national poll showing that library card registrations have reached a record high was distributed.

**LM Foundation
Report**

Judith spoke about the upcoming Anatomy of a Murder event. Events will be held at Cooley Law School today with additional events at the Library of Michigan on Saturday. All events are free and open to the public. Some events are also taking place in the U.P. Nancy mentioned that the Michigan Center for the Book has created an Anatomy of a Murder reading guide that can be used for One Book events.

The LM Foundation is in year two of the Museum Adventure Pass (MAP) program. There are now seven counties participating with an addition of 17 more libraries, for a total of 179 participating libraries. Judith and others will be presenting a workshop at MLA on how libraries can replicate this program in their own communities.

The LM Foundation nominated Macy's, the sponsor of the MAP program, for a Governor's Award for Arts and Culture. Macy's is one of three finalists. ArtServe Michigan will honor the finalists and present the awards at the November 13 ceremony.

The Michigan Reads! program has started out strong. 5,000 boxes were mailed to libraries and schools, and the author has been participating in author visits. A sample of the materials the libraries and schools received was shared at the meeting. Next year, the program may kick-off in October, since September is a busy month for schools.

Target is the sole sponsor of the Michigan Reads! program and designs the materials. Nancy thanked Judith for her help in obtaining the sponsorship. Judith will ask Target to sponsor the program again next year.

Governor Granholm has proclaimed September as Michigan Reads to Children month.

The Library of Michigan Foundation, Michigan Education Savings Program (MESP) and Michigan Education Trust (MET) partnered to offer parents of children enrolled in the “Catch the Reading Bug” summer reading program a chance to win \$5000 toward their child’s future college education. Over 5,000 entries were received and two winners were chosen: one from Otsego County Library and the other from St. Clair Shores Library. Those libraries also received \$1,500 for Summer Reading Program expenses for next year. This is another great program to increase library visibility and attendance and to highlight the importance of reading and early childhood. This program will increase awareness of the MET and MESP programs also.

Elaine Logan mentioned that anyone interested in donating to the Foundation still has a chance to do so before the end of LM’s fiscal year.

**Statewide
Services**

Sheryl introduced LM’s new Continuing Education Coordinator, Betsy Hull.

Sheryl talked about the LSTA 5-year Plan and said Michigan’s plan was the only state plan not returned by IMLS for revisions. The new grant program, Modeling the Future asks libraries to submit proposals for innovative, replicable, and scalable projects. The deadline for proposals is December 1. All participants had to submit an Intent to File form and all attended informational sessions about the Modeling the Future grant.

Old Business

No old business was brought before the Board.

New Business
**Nominating
Committee
Volunteers**

Denise Bartlett and Nancy Skowronski volunteered to be on the nominating committee for the election of officers. Bill Anderson and Elaine Logan will also be on the committee.

**Fundraising
Priorities
Committee**

Elaine asked the Board to consider forming a subcommittee to create a list of fundraising priorities for LM that can be presented to the LM Foundation. There will be a call for volunteers at the next Board meeting.

A suggestion was made to ask the Foundation to present to the Board some background on the fundamental financial structure of the Foundation. It was mentioned that perhaps some interesting information about LM operations could also be provided.

At the next meeting, the Board will be asked to endorse proclamations thanking Linda Farynk for her service to the LM Board, and thanking Cliff Haka and MSU for providing, as a gift in-kind, the creative talents of

Theresa Moore and Ruth Jones, who worked on the MeL Michigana publicity project.

Board Discussion

Items

DPA Grant Update

Paula Loop presented the Monroe County Library System's War of 1812 Digitization Project and thanked LM for providing the funding. The Monroe project will eventually be mounted on the University of Michigan server and will be available from there via the MeL Michigana portal. Elaine noted what a great investment this was by the legislature and noted the great coordination by LM. All the projects are getting to the point where they will be made available through MeL Michigana.

MeL Michigana Publicity Campaign

Ruth Ann Jones and Theresa Moore from MSU Libraries worked with Sheryl Mase, Deb Biggs Thomas, and Elaine Logan to create some promotional materials for MeL Michigana. Ruth Ann and Theresa presented three printed pieces at the meeting: a poster, a brochure, and a set of four postcards. Ruth Ann and Theresa tried to represent as many aspects of the digitized Michigan history projects as possible as well as a variety of the libraries involved in those projects. Because the materials are timeless, they can be distributed now and in the future.

The initial MeL Michigana kickoff will be at MLA. Materials will be distributed to attendees at the LM booth.

A discussion was held on how MeL Michigana could be promoted and distributed statewide. Suggestions for distribution included:

- Community groups and organizations such as Kiwanis and Rotary groups
- Schools and school groups; third, fourth, and fifth grade history and social studies teachers; Association of Michigan social studies teachers
- Legislators; let legislators know where they can get additional materials for distribution
- Libraries
- Postcards in community stores
- Booth at November MAME meeting
- Use postcards to stick in library books patrons are checking out or create bookmarks
- Senior Expo's
- Make available through historical societies, at historical conferences and meetings (like the Civil War Roundtable), and post on various history-related listservs - Contact Larry Wagenaar or Shannon White of the State Historical Society for a contact list and upcoming conferences/meetings
- Genealogical societies
- Make postcard into an e-postcard
- State and national parks - visitor information centers

- State museums such as Hartwick Pines and the Iron Industry Museum
- Give a postcard to every child visiting the Michigan Library and Historical Center
- MLA/ALA Legislative Day

Suggestions for promotion included:

- Legislator newsletters (Jill offered to assist with this – there is a generic newsletter distributed statewide)
- Post on appropriate listservs
- Contact journalists; Nancy R. will contact Mike Wendland, the Detroit Free Press technology writer.
- Create a sample press release that could be adapted by local libraries
- Create talking points and a PowerPoint for community presentations
- Jill offered to contact the Legislative Service Bureau to determine who owns the *Portraits of Michigan - History and Facts on Michigan* publication.

Please contact Deb Biggs Thomas at LM to share additional ideas for distribution of the MeL Michigana material or to request materials for distribution. Her contact information is phone: 517-373-4466, email: biggsthomasd@michigan.gov.

The LM Foundation provided the initial investment for printing but other funding sources are needed. Jim Seidl suggested contacting REMC 12 West for printing.

Awareness of MeL Michigana will increase awareness of all MeL has to offer.

Next Meeting

The next meeting of the Board is Friday, December 12, 2008, at 10:00 a.m. at the Library of Michigan.

Adjournment

BARB BONGE MOVED TO ADJOURN THE MEETING. MIKE SMITH SECONDED. THE MOTION PASSED AND THE MEETING ADJOURNED AT 12:05 P.M.

Elaine Logan, Chair

Nancy R. Robertson, State Librarian